

## SPECIAL PR PACKAGES

Lion Associates PR campaigns are tailored to meet your specific marketing goals and budgets with the benefit of no long term contracts. Below are two examples of month-by-month PR packages:

### STARTER (per month)\*

- ◆ Write and distribute one press release.
- ◆ Media list development and media pitching. List will remain property of Lion Associates.
- ◆ Media monitoring – Includes identifying news coverage affecting your industry and advising you of potential editorial opportunities.
- ◆ Trade Show support – Set up appointments with editors to visit your booth.

### ADVANCED (per month)\*

- ◆ Write and distribute two press releases.
- ◆ Media list development and media pitching. List will remain property of Lion Associates.
- ◆ Media monitoring – Includes identifying news coverage affecting your industry and advising you of potential editorial opportunities.
- ◆ Media outreach – Four planned pitches for an article. Delete
- ◆ Trade Show Support – Set up appointments with editors to visit your trade show booth.

\* Please contact us to learn about our special introductory pricing.

#### WANT TO LEARN MORE?

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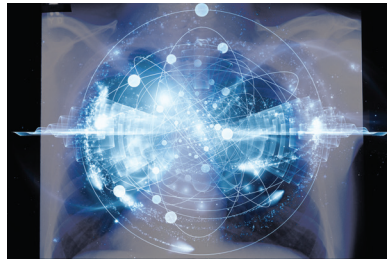
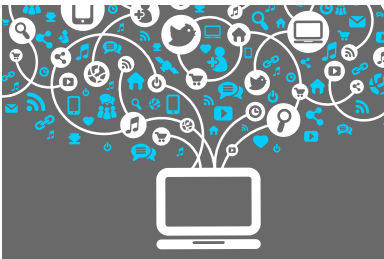
LION ASSOCIATES



Do you have a great story to tell?  
We'll write it.



**LION ASSOCIATES** will make sure your story reaches the right audience. We know what companies in the imaging, machine vision, biomedical and laser industries must do to get their message in front of the right people and grow their businesses. Lion Associates is a full-service B2B PR firm specializing in the creation of high-quality content that builds strong brands and generates demand for your products.



## WHY WORK WITH US?

At Lion Associates, talented B2B content creators, creative copywriters and PR professionals develop campaigns that get results. Our writers are technical and industry experts who know how to speak to your audience. Our PR specialists leverage productive, long-term media relationships to ensure that your content reaches your target market quickly and effectively. We thrive on creating integrated PR strategies that guarantee your success.

## WHAT WE DO

**Press releases** – Provide the public and media with valuable information about your products or changes within your organization.

**Media advisories** – Invite journalists to cover upcoming events – such as press conferences and presentations – you're hosting.

**Feature articles, case studies and application notes** – Create compelling content that informs and educates, while showcasing your industry and subject matter expertise.

**White papers** – Educate your readers by identifying a specific issue and offering a solution. White papers are an excellent way to generate leads, establish your company as an industry expert and reinforce your brand.

**Webcast content** – Broadcast your products and services to a wide audience. These interactive events are great lead generation tools. They also demonstrate your organization's knowledge on a particular topic and strengthen brand awareness.

**Media outreach** – Leverage established, long-term relationships with editors and journalists to ensure your content reaches its target audience.

**Social media monitoring and response** – Build and oversee an engaged user community and monitor the effectiveness of your social media campaigns.